

[COMMENDATION]

1
2 COMMENDING THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT
3 OF COLORED PEOPLE AND THE AMERICAN BROADCASTING COMPANY
4 FOR ITS EFFORTS TO INCREASE THE NUMBER OF PEOPLE OF COLOR
EMPLOYED BY THE NETWORK.

5 WHEREAS, The National Association for the Advancement of Colored People
6 (NAACP) and the American Broadcasting Company (ABC) have announced that they
7 will collaborate on an effort to increase the number of people of color employed in all
8 network operations; and,

9
10 WHEREAS, ABC has stated that it will create grants to find and support
11 applicants of color with expertise in writing, directing, acting, promotions, program
12 production, professional services, and procurement within the next six months; and,

13
14 WHEREAS, Under the terms of the agreement, the network will buy more
15 advertising time in minority media and will use more minority media placement firms;
16 and,

17
18 WHEREAS, The joint venture has prompted another network, the National
19 Broadcasting Company (NBC), to initiate a similar pact with the nation's oldest civil
20 rights organization; now therefore be it

21 RESOLVED, That the Board of Supervisors of the City and County of San
22 Francisco extends its highest commendation to the National Association for the
23 Advancement of Colored People and the American Broadcasting Company for its
24 efforts to increase the number of people of color employed by the network.
25



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails

Resolution

File Number: 000163

Date Passed:


Resolution commending the National Association for the Advancement of Colored People and the American Broadcasting Company for its efforts to increase the number of people of color employed by the network.

January 31, 2000 Board of Supervisors — ADOPTED

Ayes: 11 - Ammiano, Becerril, Bierman, Brown, Katz, Kaufman, Leno, Newsom, Teng, Yaki, Yee

File No. 000163

I hereby certify that the foregoing Resolution was ADOPTED on January 31, 2000 by the Board of Supervisors of the City and County of San Francisco.


Gloria L. Young
Clerk of the Board

FEB 11 2000

Date Approved


Mayor Willie L. Brown Jr.